

TRANSFORMATION PLAN - APRIL 4

INDUSTRYwatch

Check's in the e-mail

CNN reports that e-mail doesn't always get delivered – for a variety of reasons. Sometimes it can be a network problem. Sometimes it's accidentally filtered out by the recipient. And sometimes the electronic mailman – also known as the Internet provider – walks off the job. Internet service providers also can go out of business, making entire e-mail accounts inaccessible, notes CNN. Besides, e-mail can't get delivered by the Segway Human Transporter either.

It's spreading

FedEx Ground says it's opened 31 additional FedEx Home Delivery terminals nationwide, expanding the service's reach to 90 percent of the U.S. population, reports *DM News*. Started in March 2000, FedEx Home Delivery is a ground service dedicated to residential delivery and offers a money-back guarantee.



At the Oval Office ceremony with President Bush were (from left) PMG Jack Potter; firefighters Billy Eisengrein and George Johnson; U.S. Rep. Gary Ackerman of New York; firefighter Dan McWilliams; and *The Record* (Bergen County, NJ) photographer Thomas Franklin, who took the photo featured on the stamp.

Celebrating Heroes

We all remember the photograph. Firefighters raising the U.S. flag atop the rubble of the World Trade Center towers in New York City. This stirring image appears on a new semipostal stamp that will raise funds to provide assistance to families of emergency relief personnel killed or permanently disabled as a result of the Sept. 11 terrorist attacks. The Heroes of 2001 stamp was unveiled at a White House ceremony on the six-month anniversary of the attacks. The stamp, which will

cost 45 cents, is expected to be available in post offices nationwide starting in late spring.

"The Postal Service is proud to honor the men and women who gave their all in the rescue efforts following the terrorist attacks of Sept. 11," said Postmaster General Jack Potter. "Sadly, many of these true American heroes paid the ultimate sacrifice. We hope this stamp will be a lasting tribute to them and a testimony to the spirit and resolve of our great country."

Are you ready to transform?

Oh, the suspense. It's pretty big stuff when an organization like USPS considers "transformation." If Bill Bixby could turn into the Hulk, imagine the possibilities for a transformed USPS. What's it going to be like? The wait for answers is almost over. After months of research, discussion and comment, we'll find out next month.

USPS releases its comprehensive transformation plan to Congress and the General Accounting Office on April

4. PMG Jack Potter will publicly detail its contents on April 5. He's said before that everyone is going to be pleasantly surprised about what comes out of this.

Look for the plan to have three elements. It will look at the changes USPS can make today. It will look at short-term legislative changes that can provide needed flexibility in areas such as prices. And it will examine the role of the Postal Service in the years ahead, and what is needed to get there.

Operations: the next generation

You're seeing them more and more these days. Retirement notices tacked up on bulletin boards. Well, don't expect any let-up soon in the number of send-offs for retiring Postal Service employees. Over the next several years, a significant chunk of USPS will be eligible to retire, including hundreds of key managers and executives. So, who will take their places? Got a master's degree?

PMG Jack Potter announced implementation of a revised Management Intern Program aimed at

developing future leaders of USPS, "especially in Operations, our core strength." There will be three positions – in processing, delivery or retail operations – authorized at each area. Successful candidates will enter the program at the EAS-19 level with placement targeted after two years as an EAS-21 in a field Operations position.

Recruitment is open to internal and external applicants with a master's degree in business, engineering, management or a related field (especially transportation, logistics or financial management) obtained by the end of May 2002.

The deadline for submitting applications for the program is March 29, 2002. For a brochure and application, e-mail your name and address to pdclguer@email.usps.gov or call 202-268-3177.

QUOTABLE

"We're trying to create an overall plan for the Postal Service and where we're going in the future. This isn't about a lot of little things – it's about the big picture and where we're going long term."

PMG Jack Potter

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New Jersey plant OK

No evidence of anthrax was found at the South Jersey Processing and Distribution Center in Bellmawr after precautionary testing Feb. 14 and Feb. 15.

The tests were purely precautionary, says Azeezaly Jaffer, vice president, Public Affairs and Communications. "They do not in any way suggest a renewed threat to the health and safety of our employees or the public, either at these facilities or anywhere in the postal system," he says. "Indeed, the absence of anthrax at Bellmawr should reassure the facility's employees and the public they serve."

Last November, a single trace of anthrax was found in the Bellmawr facility. Since then, no

evidence of anthrax has been found at the facility and no worker has been diagnosed with any anthrax-related condition. But at that time, the Postal Service and the American Postal Workers Union (APWU) agreed USPS would conduct follow-up testing there.

The additional, precautionary testing consisted of 60 samples collected throughout the Bellmawr facility. The samples were collected using a HEPA vac, or High Efficiency Particulate Air vacuum method and analyzed by a state lab.

USPS is committed to protecting the health and safety of its employees and the people it serves. Count on it.

What a winning streak!

Wow! How about those EXFC scores, eh? For the 18th straight quarter, EXFC service performance scores have hit or exceeded 93

percent. Pretty impressive. Customer Satisfaction Measurement continues to rise to record levels for all segments. Improving

service. It's our promise. It's a strategy for success. And you're making it happen!

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Brought to you... by you!

Each time USPS delivers a piece of mail, it helps to build relationships. This is the foundation for the newest USPS marketing campaign, which features the tag line, "Brought to you by the United States Postal Service." The goal is to link the experience of customers using USPS products and services to the intangible benefits of this experience – emotional fulfillment, personal connection and business success. Look for the new TV and print ads. You can check them out at www.usps.com.

Dairy cows? Think Wisconsin.

Or how about peaches? Think Georgia. The Gateway Arch? Missouri. Saguaro cacti? Arizona. A longhorn steer? Gotta be Texas. Each of the 50 states has its image reflected in *Greetings From America* stamps, coming next

month. The stamps will be available in panes of 50, featuring one design for each state. They'll be issued April 4 at first-day ceremonies held in every state's capital city. Wow. A revenue-generating opportunity? You bet.

In addition to first-day and other events,

Greetings From America stamps and products are available online at www.greetingsfromamerica.com. Want to show your state pride? Check out the state-themed souvenirs and collectibles, including magnets, key chains, coffee mugs and other

doodads. Just go to the site, pick a state and see what's available.

The *Greetings From America* stamps are eagerly awaited by collectors and will be a hit with all Americans. Fifty stamps. One nation. One United States Postal Service.